

OVERVIEW

Services levels and service options will be further developed based on the results of public consultation.

Results	2011 Benchmark	Target (2015)	Notes
Library Use per capita			
Circulation			
Visits			
eVisits			

Qualitative Measures

Residents' awareness, usage and satisfaction with library services

THEME

Grow a City of Readers: Foster a love of reading as a first priority helping residents overcome the barrier of low literacy levels

Support readers of all ages, especially children at critical stages in their developmental in building print literacy skills, in discovering great stories and books and in connecting with authors, creators and other readers

Champion the value of reading as a strong foundation for life success through campaigns, outreach strategies and programs

Lead the drive for access to econtent including ebooks for public library users

Services	2011 Benchmark	Target (2015)	Notes
# of items available in eContent (ebooks, e-audiobooks)			
% of collection available in eContent			
Literacy programs offered /attendance online/in branch:			
Preschool			
Middle years			
Adult			
Literary and cultural events offered/attendance In branch			
Online			

Qualitative Measures

Residents' satisfaction with the range of availability of e-content (ebooks and e-audiobooks) - 2012 versus 2015

Partnerships and other initiatives to champion and support reading and access to ebooks

Program areas will be evaluated on an annual cycle with recommendations to ensure

- Program offerings reflect community needs
- Programs address pre determined goals and output measures
- Programs complement and support usage of library collections and resources
- Programs are efficient, leveraging resources of the Foundation and community partners efficiently and effectively

THEME

Develop a City of Learners: Support lifelong learning as fundamental to economic prosperity, social cohesion and civic engagement

Provide easy access to the world’s knowledge through collections in a range of accessible formats including unique material about Toronto, its diverse history, communities and culture

Respond to emerging demand for self directed learning and skills development to help users prepare, learn and grow through life’s transitions - from home to school, school to work, work to second careers and retirement to support a better quality of life

Help learners of all ages to build information and digital literacy skills to access and use technology and information effectively

Services	2011 Benchmark	Target (2015)	Notes
# of items digitized from the library’s collection (Digital Archive)			
% of special collections digitally (Digital Archive)			
Lifelong learning –instructional and information programs offered			
Lifelong learning-instructional and information program attendance			
Digital literacy/user education programs offered			
Digital literacy/user education program attendance			

Qualitative Measures

Partnerships with post secondary institutions including agencies, colleges and universities to support lifelong learning opportunities

Literacy program areas will be evaluated on an annual cycle with recommendations to ensure

- Program offerings reflect community needs
- Programs address pre determined goals and output measures
- Programs complement and support usage of library collections and resources
- Programs are efficient, leveraging resources of the Foundation and community partners efficiently and effectively

THEME

Catalyze a City of innovators, entrepreneurs and creators of all ages: Spark experimentation positioning Torontonians to succeed in a global knowledge economy

Build and evolve comprehensive virtual library services available anytime/anywhere integrating new and emerging technologies for better service

Animate library branches to encourage collaboration through inspired design linking the community and library, technology enabled, wired workspaces, with hours and service models to support work, study, planned and casual programs, events and conversation

Services	2011 Benchmark	Target (2015)	Notes
Visits			
Virtual Visits			
Wireless Use			

Qualitative Measures

Partnerships with businesses agencies, colleges and universities to support experimentation

THEME

Deliver excellent library service to Torontonians efficiently and effectively

Support the Toronto Public Library Foundation, the Library’s most valued partner, in achieving ambitious fundraising goals to enhance service

Engage in a range of partnership models to support service delivery and diversify revenue streams

Provide easy access to helpful, expert staff who understand how residents want to access and use information

Equip staff with access to the technology and skills to support users and to innovate and evolve services efficiently in the digital age

Develop targets and refine performance measures to show results and engage in service evaluation and benchmarking to increase operating efficiency

Services	2011 Benchmark	Target (2015)	Notes
% of funding contributed to library’s budget from sources other than the City			
Achievement of annual technology initiatives with related staff training			
# of information requests through social media and other new channels			
Staff Training – events including webinars			
Staff Training – participation			